Rep Order# 9791372 **Ver#** 5 **Status** Revised **Traffic Order#**
EC'd Yes

Printed: 08/15/2012 2:02 PM
Last Received: 08/15/2012 11:19 AM
Showing Buylines: All Rep & Sta Revised Lines

Station WWSB-TV SARASOTA,FL
Advertiser ( ) POLITICAL
Product ROMNEY FOR PRESIDENT
Estimate# 24
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //24
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

— CONTRACT COMMENT —

ROMNEY FOR PRESIDENT *******************NONDISCRIMINATION******************* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

CREDITED 1X ON LN 2 PER BUYER
REVISED TOTAL 32640
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*2	W-F	7A-8A	GMA	:30	$400.00	08/15-08/17	2	1	2	$800.00	

Buyline Comment: CREDIT:AUG15(1)
Sales Remark: V5 CREDITED 1X 8/15
[CREDIT WAS TAKEN FOR SPOT ON 8/15 (1/WK)]
V5 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 2 / $800.00

---SALES MONTHLY TOTALS---

Aug 12: 93 / $32,640.00
Sales Totals: 93 / $32,640.00
Station Totals: 93 / $32,640.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$544,000	CABL 0%	UNKN 0%	WBSV 0%	WFLA 24%	WFTS 23%
		WTOG 0%	WTSP 22%	WTTA 1%	WTVT 24%	WWSB 6%

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Books null
Demos RA35+